

Foreword

Revolutionizing Healthcare: AI Redefines Operations and Drives ROI

Our 2025 GenAI Healthcare Sector Value Report reveals that AI is transforming the healthcare industry, with 65% of U.S. organizations noting its impact. Executives expect significant competitive advantages and impressive ROI but face shareholder pressure for immediate results. The future lies in delivering scalable, trusted AI solutions that align with operating and talent strategies, defining investment value in a way that resonates with leadership and stakeholders.

The integration of artificial intelligence (AI) in healthcare is more than a trend—it's a transformative shift reshaping the industry. Our 2025 Gen AI Healthcare Value Sector report findings reveal that in the United States, 65% of healthcare organizations report that AI is redefining their operations, highlighting the technology's profound impact.

Healthcare executives have lofty expectations for AI, with 92% believing that AI adoption will provide a substantial competitive edge, and 68% predicting moderate to very high returns on investment (ROI) from their AI projects. However, as investments in AI continue to climb, so do the expectations for tangible results. In fact, 80% of U.S.

“AI is no longer just a buzzword in healthcare; it's a game-changer as industry leaders seek to define the value of their investments. Aligning AI's potential with overarching operating and talent strategies while clearly identifying where value is created at each stage and presenting it in a manner that resonates with executive leadership and the board is essential. The future will be to deliver scalable solutions in a trusted manner.”

Ash Shehata

US Sector Leader, Healthcare

healthcare executives report facing significant shareholder pressure to deliver immediate ROI.

At KPMG, we believe that organizations benefit most by expanding their definition of ROI to encompass the full value of their investments. While measures such as productivity and revenue growth are significant, they alone do not provide a complete picture. Effective programs should also assess enhancements in service delivery quality, the speed of product development, and customer experience. Healthcare leaders need to balance immediate and long-term priorities, investing now to ensure a future that leverages AI effectively.

By leveraging the insights in this report, KPMG can help our clients navigate AI's transformative impact on healthcare. Adopting a comprehensive approach to measuring AI's value is essential for immediate and long-term success. Please [contact me](#) to discuss how we can support your AI journey.



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